

The City of New York
Mayor's Office of Media and Entertainment


Stop Piracy in NYC Campaign
November / December 2010

In November 2010, the NYC Mayor's Office of Media & Entertainment launched StopPiracyinNYC.com in response to the increase in digital piracy and to generate awareness of its threat to those employed by New York City's creative industries.

The multi-media campaign rolled out in print and online in November 2010. A video PSA and online component rolled out in December 2010.

NOT-SO HAPPY ENDING:



↓↓



ILLEGALLY DOWNLOADING
MOVIES
LEADS TO JOB LOSSES IN NYC

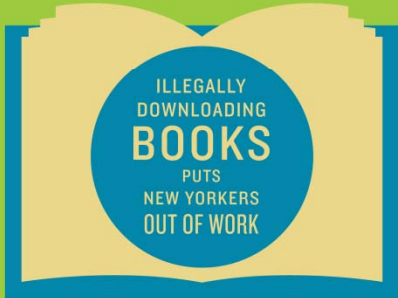
Help protect the nearly 700,000 workers who make their living from creative industries in New York City.
Take a stand against digital piracy and product counterfeiting.

PIRACY DOESN'T WORK IN NYC.

  StopPiracyinNYC.com
NYC.gov

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ILLEGALLY DOWNLOADING
BOOKS
PUTS
NEW YORKERS
OUT OF WORK

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KILLER TUNES:

↓↓



Illegally
downloading
music kills
jobs in NYC

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Website: StopPiracyinNYC.com

StopPiracyinNYC.com soft launched in November 2010, with content added in December 2010.

The site includes:

- profiles of several union members who work in New York City
- the video spots highlighting the employment risks related to digital piracy
- the print creative campaign
- a letter from Katherine Oliver, the Commissioner of the NYC Mayor's Office of Media & Entertainment.

PIRACY DOESN'T WORK IN NYC.

Lost jobs means lost revenue.
Help protect the nearly 700,000 jobs in creative professions in New York City.
Take a stand against digital piracy.

LEARN MORE GET THE DOWNLOAD

REAL PEOPLE MAKE THE CHOICE

WATCH THE :30 WATCH THE :15 WATCH THE :10

PIRACY COSTS REAL NEW YORKERS REAL JOBS.

MEET A FEW OF THE NEW YORKERS WHOSE JOBS ARE AT RISK

Name: Katy Denmark
Address: "Falsified" Upper East Side, Manhattan
Job: Screen Make-Up Artist, 27 years
Union: Local 80 (A.F.D.C.)

She has been working as a Screen Make-up Artist since the mid 1980s. She primarily works on TV commercials but may also receive on sets for film and TV productions. Although making a decent living for many years on a freelance basis in fact, she does the job "voluntarily" because she's never had to pay for a gym membership.

She begins her typical day by setting up and testing the equipment that will be used for that day's production. She then observes the gaffer and assistants to make sure for any potential audio problems, then testing the audio quality. She works with the talent to get up their various microphones, double checks their audio quality, and then she goes the back into as a back-up for the rest of the day's production.

She believes that digital piracy is dishonest and unethical. For her, piracy is the "black book" with no thought to the consequences or at all the working life.

Name: Quenell Jones
Address: Bedford, Brooklyn
Job: Camera Operator "Extraordinary", 2 years with Union, 10 years total
Union: Local 600

Quenell is a camera operator on movies and television shows. Of all, he's the most responsible for bringing a shot for the director and for being the eyes and ears of the cinematographer.

On a typical day, Quenell helps to focus a shot with actors, works with sound teams, and helps to clear the set, such as moving a table or moving chairs to ensure the shot is shot up perfectly.

Quenell is not too fond of piracy in the people who download illegal content. This is because as a member of Local 600, Quenell's agreement is partially funded by DVD rental sales. Therefore, for every movie that is downloaded illegally, there's a negative impact on his long-term retirement plans. So it's his subject to work hard but with people who are losing money.

Name: Christina Wright
Address: Hell's Kitchen, Manhattan
Job: Casting Associate, 1 year + a few months
Union: Local 817

Christina works as a casting associate on films and TV shows, often receiving a new television script. Christina typically has about seven days to turn around a new cast of characters or about one to three days to put on one new character. That includes writing character bios, interviews, holding auditions, and negotiating contracts with talent agents. The "hottest" part of the job is when she gets to work with kids, and she recently auditioned over 1,000 kids for the last job in a movie.

She is extremely proud of her Local 817 because they worked hard to get union rights. She and her union team members are a close-knit group and they depend on each other to be successful.

Christina is a huge advocate against downloading illegal content. She says that since movies are readily accessible through Netflix or the other website, there is no reason to happen download them. The feeling is that the "big people in charge" will always have money, so it's unlikely that they are affected by the loss.

Name: Kerry Oakline
Job: Transportation Captain, 20 years
Union: Local 817

Kerry is a transportation captain and primarily works on film and TV shows, although he has worked on commercials in the past. As the head of the transportation department, Kerry rents the vans, trucks, and cars necessary to transport the crew and equipment to a production. He is also responsible for managing the transportation department budget.

Both on Kerry's resume worked in the film industry - his mom was an actress and a member of the Screen Actors Guild and he did in a related business. Kerry has worked in the entertainment industry for almost 40 and lives in West Plains with his third wife.

Kerry is actively against digital piracy and thinks it is bad for everyone in the production community.

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Website: StopPiracyinNYC.com

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21% of all New Yorkers work, directly or indirectly, in creative professions.

Help protect NYC jobs against digital piracy.

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Dear New Yorkers,

Digital entertainment is everywhere. Wherever you go, people are listening to music, watching a movie on their phone or reading an electronic book. But as more of us turn to the Internet for our entertainment, online piracy has risen, too. Each year 12 billion videos and 40 million songs are illegally downloaded, not to mention \$2.8 billion lost in book sales.

But everyone does it, you say. It's not hurting anyone, right? You may not realize it, but when you illegally download a song, book or movie from the Internet, you're threatening the jobs of nearly 700,000 New Yorkers who make their living working in or supporting the creative industries.

Think about this: Maybe your best friend works in publishing. Maybe your sister is a production assistant. Maybe your neighbor's a musician. Maybe you're a writer. Chances are, you know someone who works in the creative industries here in New York City.

To give you some context, in 2007, the Mayor's Office of Film, Theatre and Broadcasting and the Mayor's Criminal Justice Coordinator launched a successful anti-piracy campaign designed to combat the creation, distribution and sale of illegally recorded films in New York City. That campaign approached fighting street piracy in New York through stronger legislation, a greater enforcement effort, and a consumer awareness ad campaign. According to MPAA investigators, the campaign and the enforcement efforts in New York helped to eliminate much of the piracy vending on the streets.

12
BILLION
videos a year*

40
BILLION
songs a year*

\$2.8
BILLION
in lost book sales*

Now piracy has gone online. Recently, the Mayor's Office of Media and Entertainment and the Mayor's Criminal Justice Coordinator reached out to the MPAA and NBC Universal to launch a new campaign to fight digital piracy. Starting with the website - [www.StopPiracyinNYC.com](#) - and branching out to bus shelter posters, social networks and videos that will appear on TV and in local movie theatres, you'll see this message throughout the city: Lost revenue in the entertainment and publishing industries from illegal downloads will mean lost jobs.

It's time to make the decision that piracy will no longer be the way you get your entertainment.

This campaign is the result of invaluable collaboration from many, many people. We're grateful for the support of NBC Universal and Rick Cotton, the MPAA, International Alliance of Theatrical & Stage Employees and Dan Mahoney, International Cinematographers Guild Local 600 and Chair Kantor, Teamsters Local 817 and Tommy O'Donnell and Terry Casalella, Gayle Keller, Criminal Justice Coordinator John Feinblatt, Director of the Mayor's Office of Special Enforcement Shari Hyman, Fathom Communications, DDB, Washington Square Films, Whitehouse, Sucherman Consulting Group and Stuart Sucherman in making this campaign a reality.

So the next time you're about to click "Download Now" from an illegitimate source, take a moment and think about those 700,000 New Yorkers. Then ask yourself, "Is it really worth it?"

Take a stand against digital piracy. Piracy doesn't work in NYC.

Sincerely,

Katherine Oliver
Commissioner, Mayor's Office of Media and Entertainment

*85 percent of the 14 billion videos downloaded last year were legal (= 12 billion) - From 2009 iStat Report
**40 billion songs - From 2008 IFPI Report
***\$2.8 billion in book sales - Via copyright protection company Attribution

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1 in 5 jobs in NYC are at risk because of digital piracy.

Take a stand for your fellow New Yorkers.


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What you need to know:

There are about a million jobs in the creative professions in New York City. Which is awesome. But these jobs are at greater risk than ever because of digital piracy and product counterfeiting. And people who work in secondary professions - the people who drive, feed, clothe and serve the creative industries, are in jeopardy as well. Stand up for your friends and fellow New Yorkers who aren't major novelists but who still deserve to work and live happily ever after.

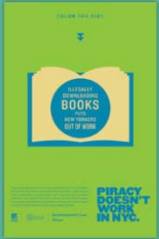
SPREAD THE WORD ON YOUR FAVORITE SOCIAL NETWORKS

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Outdoor



Fifty bus shelters were posted throughout the five boroughs in December 2010.

Bronx:	7
Brooklyn:	11
Manhattan:	10
Queens:	15
Staten Island:	3

The bus shelters received approximately 10,080,00 impressions during this posting.

They will remain up through January 2011.

The creative was also distributed through FY Eye, a network of digital screens throughout the five boroughs.

In theater support

The National Association of Theatre Owners assisted in securing on-site promotion of the campaign by engaging theater chains to post creative in their facilities throughout the five boroughs.

Since early December, posters have been on-site at the following theaters:

AMC Theatres

Manhattan

19th Street East 6

34th Street 14

72nd Street 1

84th Street 6

Bay Plaza 13

Empire 25

Kips Bay 15

Lincoln Square 13

Magic Johnson Harlem 9

Orpheum 7

Village 7

National Amusements

Bronx

College Point Multiplex

Concourse Plaza Multiplex

Whitestone Multitplex

Queens

Jamaica Multiplex

Brooklyn

Linden Boulevard

Clearview Cinemas

Manhattan

Chelsea Clearview Cinema

Clearview 1st & 62nd Street

Video PSA



In December 2010, a :30 video PSA began running on NYC Media assets, NYC life (Channel 25) and NYC gov (Channel 74).

The :30 spot will run in cabs from December 16th – January 1st.

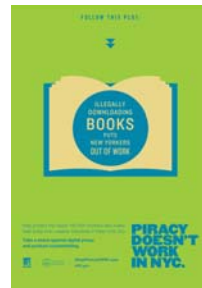
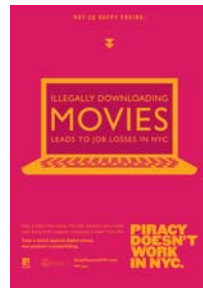
Alternate length spots, :60, :15 and :10, will be available to view online.

NYC Media is working to secure additional distribution for the spots in movie theaters and on local broadcast channels.



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NY **media**

nyc.gov/mome